

Claims

What is claimed is:

- 5 1. A method for selecting an item for a user, comprising the steps of:
- providing a first item to said user;
- analyzing at least one of audio and video information focused on said user to identify predefined negative behavior
- 10 suggesting that said user does not like said first item; and
- selecting an alternate item if said predefined negative behavior is detected.
2. The method of claim 1, wherein said first and alternate items are media content selections.
3. The method of claim 1, wherein said alternate item is selected based on viewing preferences of said user.
- 20 4. The method of claim 1, wherein said predefined negative behavior includes auditory commands.
5. The method of claim 1, wherein said predefined negative behavior includes gestural commands.
- 25 6. The method of claim 1, wherein said predefined negative behavior includes deriving user preferences from a facial expression of said user.
- 30 7. The method of claim 1, wherein said selecting step is performed by a program content recommender.

8. A method for selecting an item for a user, comprising the steps of:

providing a first item to said user;

5 monitoring said user using at least one of an audio and a video device focused on said user to determine whether said user likes said first item; and

selecting an alternate item if said user demonstrates behavior suggesting that said user does not like said first item.

10 9. The method of claim 8, further comprising the step of defining a plurality of predefined negative behavior suggesting that said user does not like said first item.

15 10. The method of claim 8, wherein said first and alternate items are media content selections.

11. The method of claim 8, wherein said alternate item is selected based on viewing preferences of said user.

20 12. The method of claim 8, wherein said predefined negative behavior includes auditory commands.

13. The method of claim 8, wherein said predefined negative behavior includes gestural commands.

25 14. The method of claim 8, wherein said predefined negative behavior includes deriving user preferences from a facial expression of said user.

30 15. The method of claim 8, wherein said selecting step is performed by a program content recommender.

16. A system for selecting an item for a user, comprising:
a memory for storing computer readable code and said
user profile; and

5 a processor operatively coupled to said memory, said
processor configured to:

provide a first item to said user;

analyze at least one of audio and video information
focused on said user to identify predefined negative behavior
suggesting that said user does not like said first item; and

10 select an alternate item if said predefined negative
behavior is detected.

17. A system for selecting an item for a user, comprising:

an audio and a video device focused on a user;

15 a memory for storing computer readable code and said
viewer profile; and

a processor operatively coupled to said memory, said
processor configured to:

provide a first item to said user;

20 monitor said user using at least one of an audio and
video device focused on said user to determine whether said user
likes said first item; and

select an alternate item if said user demonstrates
behavior suggesting that said user does not like said first item.

25

18. The system of claim 17, wherein said processor is
further configured to define a plurality of predefined negative
behavior suggesting that said user does not like said first item.

30 19. An article of manufacture for selecting an item for a
user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to provide a first item to said user;

5 a step to analyze at least one of audio and video information focused on said user to identify predefined negative behavior suggesting that said user does not like said first item; and

10 a step to select an alternate item if said predefined negative behavior is detected.

20. An article of manufacture for selecting an item for a user, comprising:

15 a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to provide a first item to said user;

20 a step to monitor said user using at least one of audio or video information generated by an audio or video device to determine whether said user likes said first item; and

a step to select an alternate item if said user demonstrates behavior suggesting that said user does not like said first item.

25